

Sunnyvale Town Center

Community Meeting

April, 29 2004





Sunnyvale Town Center

“Evolution” of site design

&

Issues from April 7th
Community Meeting

Sunnyvale Town Center

<i>PROPOSED</i>	<i>SQUARE FEET</i>
Approx. Retail	1,000,000
Theater	60,000
Existing Macy's	177,000
Existing Target	152,621
New Ground Floor Retail	460,000
New Second Floor Retail	150,000
Office	275, 000
Condos & Townhomes	300

Location

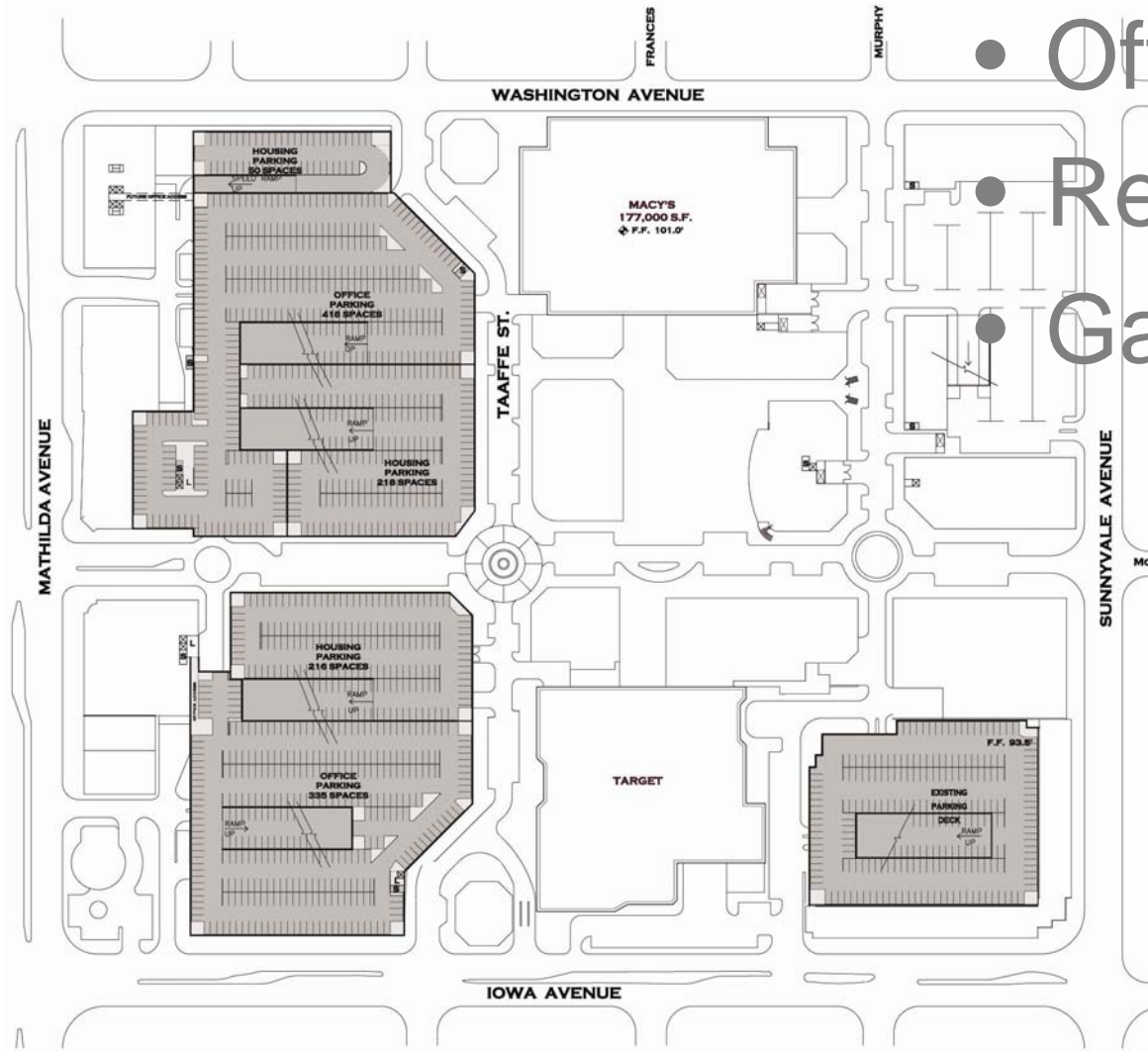



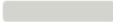
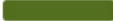


Sunnyvale Town Center



Level -1

- Retail ~ 20'
- Office ~ 15'
- Residential ~ 10'
- Garage ~ 10'



	Office
	Parking
	Residential
	Retail
	Macy's / Target

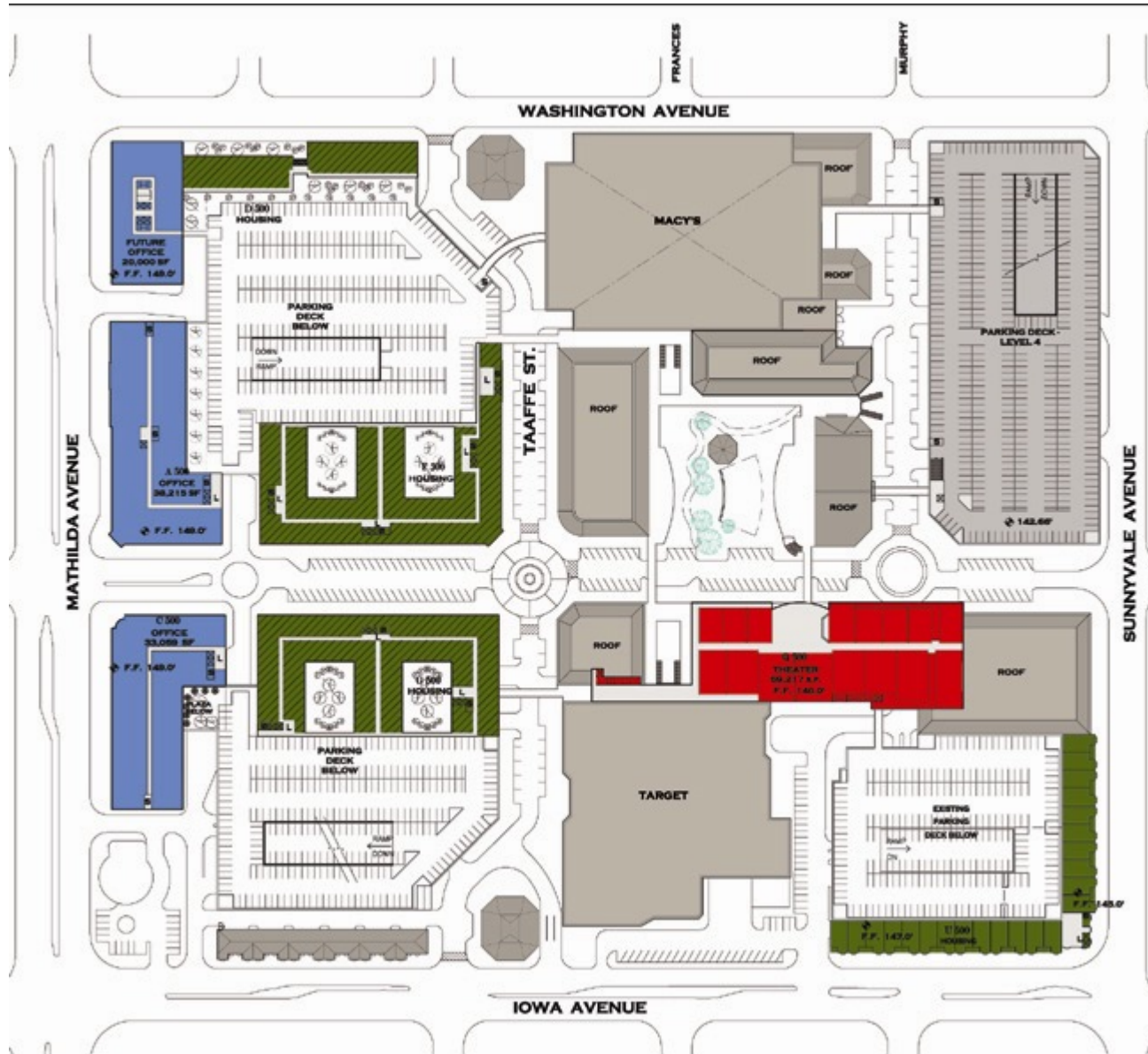
The site plan illustrates the layout of the Washington Square development. Key features include:

- Streets:** Washington Avenue (North), Iowa Avenue (South), Mathilda Avenue (West), Sunnyside Avenue (East), Francis Street, and Taaffe Street.
- Buildings:**
 - Macy's:** 177,000 S.F., located in the upper central area.
 - Target:** 192,621 S.F., located in the lower central area.
 - Other Retail:** Numerous smaller retail units (e.g., 10,000 S.F., 15,000 S.F., 20,000 S.F.) are distributed throughout the plan.
 - Service Units:** Several units labeled "SERV." are interspersed among the retail buildings.
 - Residential:** A "RESIDENT PARKING" area is located in the lower left, and a "HOUSING" unit is in the lower right.
- Parking:** Multiple "PARKING DECK" and "RESIDENT PARKING" areas are shown.
- Orientation:** The plan is divided into a grid with letters A-J and numbers 1-11 for easy reference.

The site plan illustrates the Washington Avenue Corridor, bounded by Mathilda Avenue to the west, Sunnyside Avenue to the east, and Iowa Avenue to the south. The plan features several key elements:

- Streets:** Washington Avenue runs north-south through the center. Mathilda Avenue is to the west, Sunnyside Avenue to the east, and Iowa Avenue to the south. Taafe Street runs east-west, intersecting Washington Avenue.
- Buildings and Footprints:**
 - Macy's:** A large orange footprint at the top center, labeled "MACY'S" and "F.F. 119.5'".
 - Target:** A large orange footprint at the bottom center, labeled "TARGET" and "F.F. 125.66'".
 - Red Retail Buildings:** Several red footprints are clustered in the center-right, including:
 - L 300 RETAIL:** 21,513 SF, F.F. 122.5'
 - M 300 RETAIL:** 33,530 SF, F.F. 122.5'
 - P 300 RETAIL:** 13,970 SF, F.F. 122.5'
 - Q 300 FOOD CT.:** 6,239 SF, F.F. 122.5'
 - R 300 RETAIL:** 5,892 SF, F.F. 122.5'
 - S 300 RETAIL:** 1,894 SF, F.F. 122.5'
 - T 300 RETAIL:** 5,892 SF, F.F. 122.5'
 - X 300 HEALTH CLUB:** 41,910 SF, F.F. 122.5'
 - Blue Office Buildings:** Three blue footprints are located on the west side of Washington Avenue:
 - A 300 OFFICE:** 36,515 SF, F.F. 124.0'
 - C 300 OFFICE:** 33,059 SF, F.F. 124.0'
 - FUTURE OFFICE:** 20,000 SF, F.F. 120.5'
 - Green Housing Buildings:** Several green footprints are located along the west and south sides:
 - D 300 HOUSING:** Located north of the Future Office.
 - F 300 HOUSING:** Located east of the Future Office.
 - G 300 HOUSING:** Located south of the Future Office.
 - H 300 HOUSING:** Located south of the G 300.
 - I 300 HOUSING:** Located south of the H 300.
 - J 300 HOUSING:** Located south of the I 300.
 - K 300 HOUSING:** Located south of the J 300.
 - Parking and Infrastructure:**
 - Parking Decks:** Multiple parking decks are shown, including "PARKING DECK", "PARKING DECK LEVEL 2", and "EXISTING PARKING DECK".
 - Ramps:** Various ramps are indicated, such as "DOWN RAMP", "UP RAMP", and "RAMP DOWN".
 - Bridges:** Several bridges are shown crossing over the parking areas and streets.
 - Landscaping:** Trees and landscaping are depicted throughout the plan.

Level 3 Housing/Office/Theatre



Landscape Plan



Issues

- **Character of the Streets**
Too narrow? Too wide? Pedestrian, bike or auto?
- **Connection to historic Murphy Street**
- **Plaza**
Enough? Location?
- **Parking**
Enough? Access? Underground? Appearance?
- **Height**
- **Number of Residential Units**
Density? For sale vs. for rent?

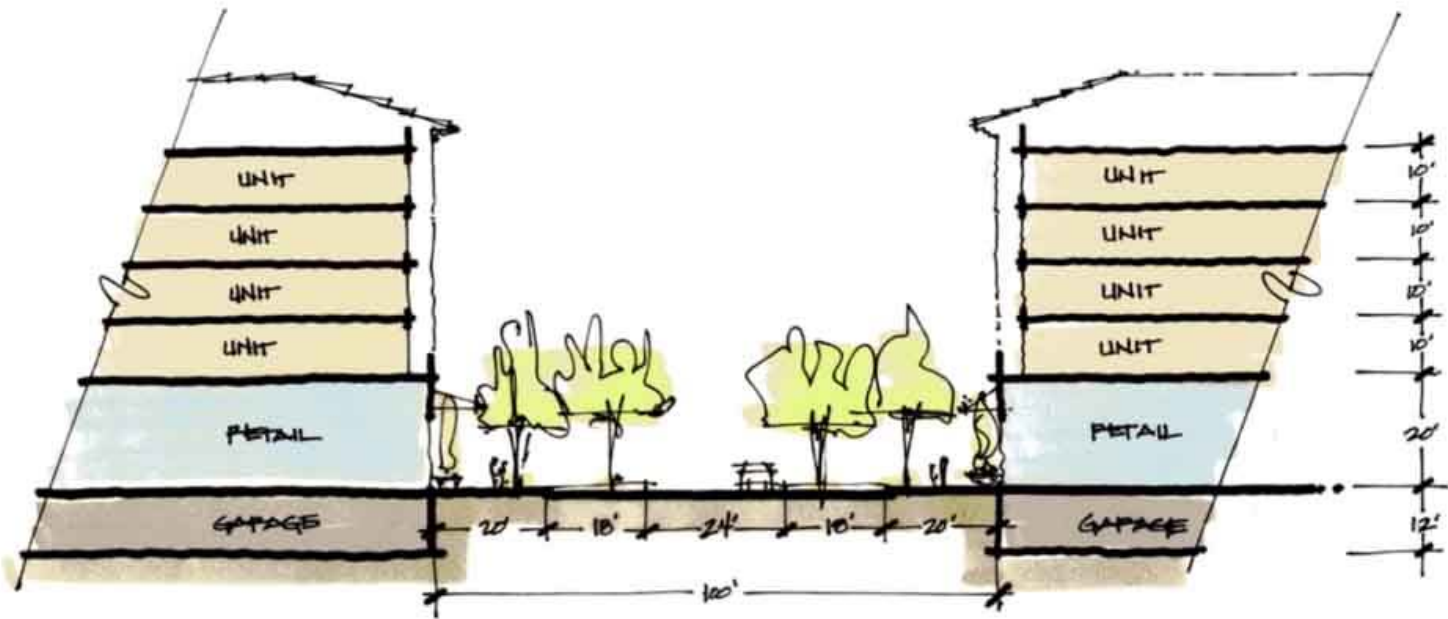
Character of Streets

- Street Grid Restored
- Different Character
- Plenty of Sidewalk Room
- Slow Automobile Traffic with Roundabouts
- Multiple Access to Garages
- Overhead Pedestrian Bridges & Escalators
- Bikes Accommodated

Street Character - McKinley

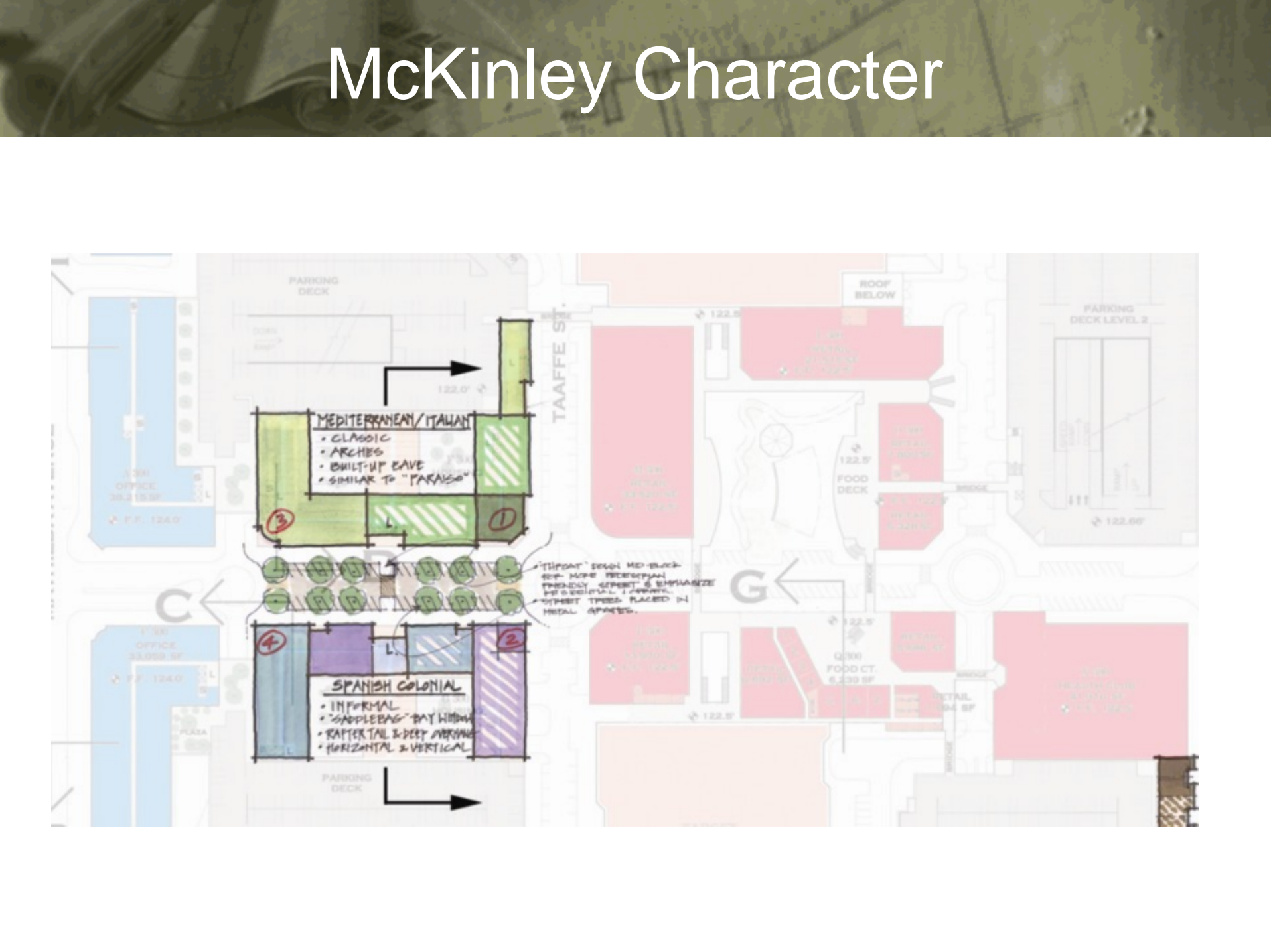
- “Main Street” theme with Short-term Parking
- Upper Housing setback to Reduce Mass
- Wide Sidewalks for Shoppers and Outdoor Dining
- Varied Retail Facades
- Elevations Articulated

Scale on McKinley



SUNNYVALE MIXED-USE
CONVENTUAL STREET SECTION
DWG. DATE: APRIL 23, 2004
SCALE: 1" = 20'

McKinley Character



Street Character - McKinley



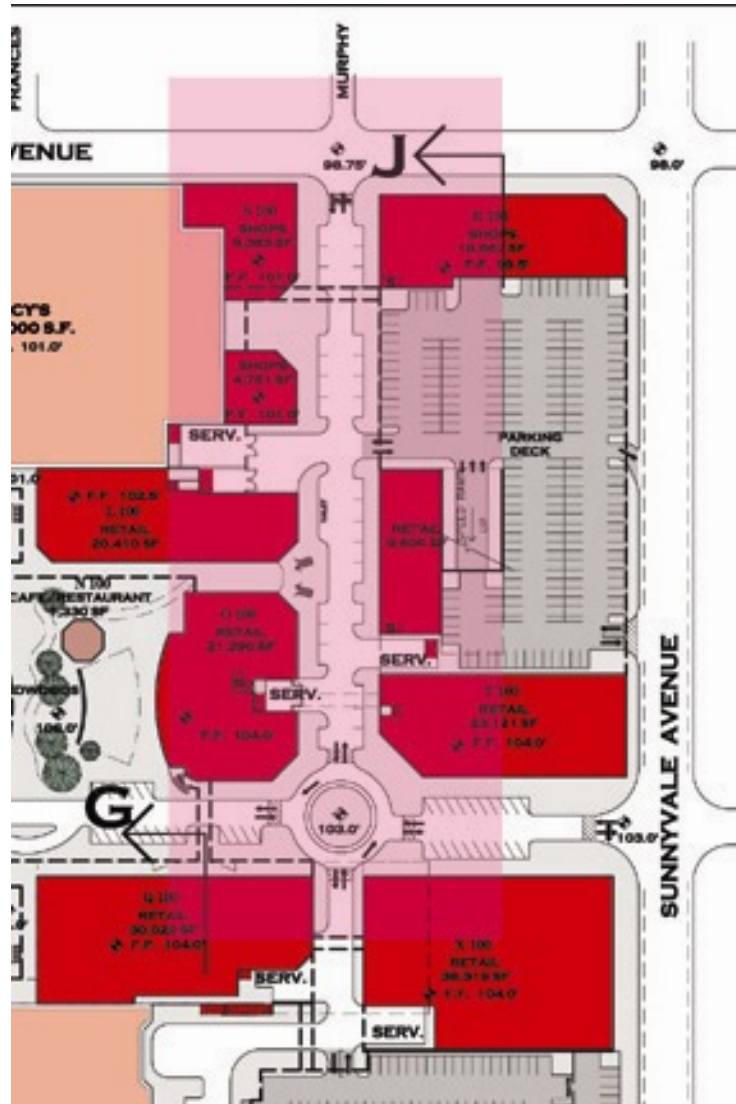
Street Character - Murphy

- Link with the Historic Murphy
- Encourage Continuation of Shopping to Historic Murphy
- Retail Fronts on both Murphy & Washington
- Old City Hall Duplicated on Murphy at Plaza

Street Character - Murphy



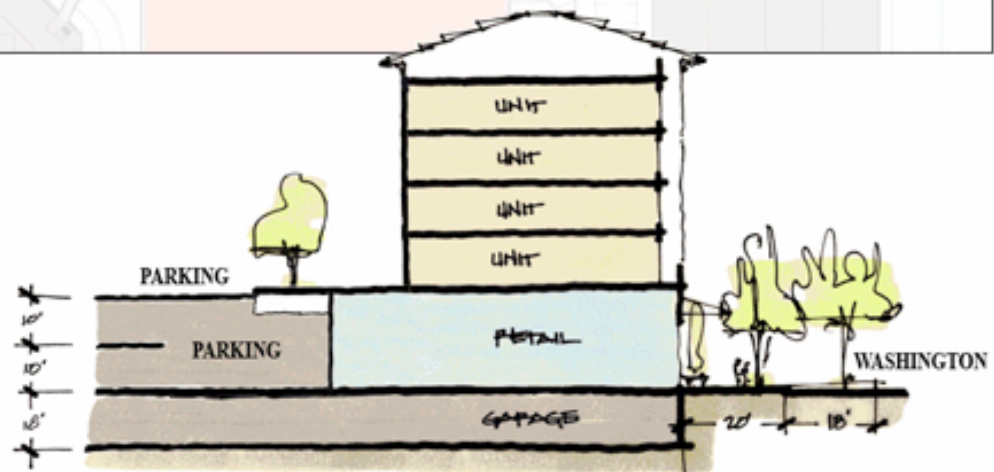
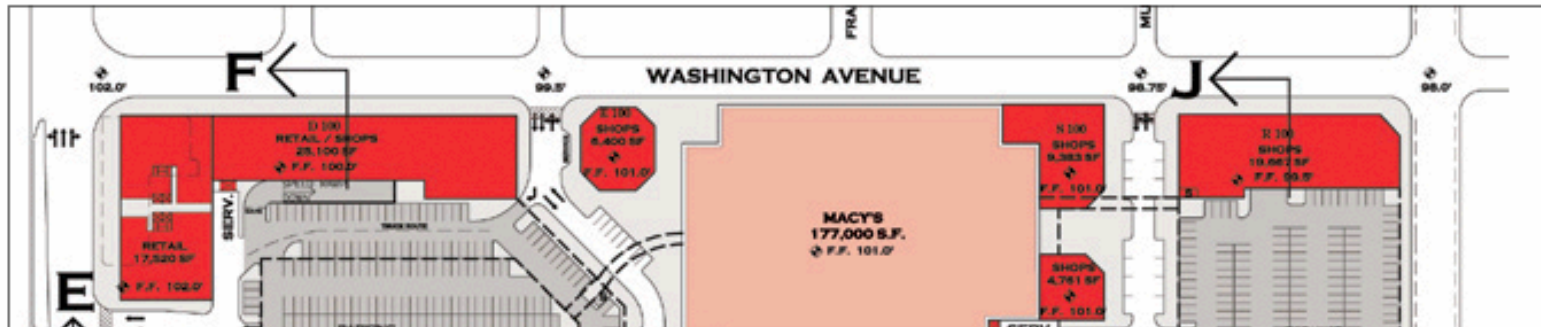
Street Character - Murphy



Street Character - Washington

- Retail on the Entire Street
- Residential Above
- 1-story Retail on both sides of Macy's
- Retail on both sides of Murphy
- Macy's Controls their Facade

Washington Street Character





Plaza

- Plaza surrounds Redwoods
- Located in Center
- Facilitates Retail Shopping
- Slightly more than 1 Acre
- Accommodates Community Events

Plaza

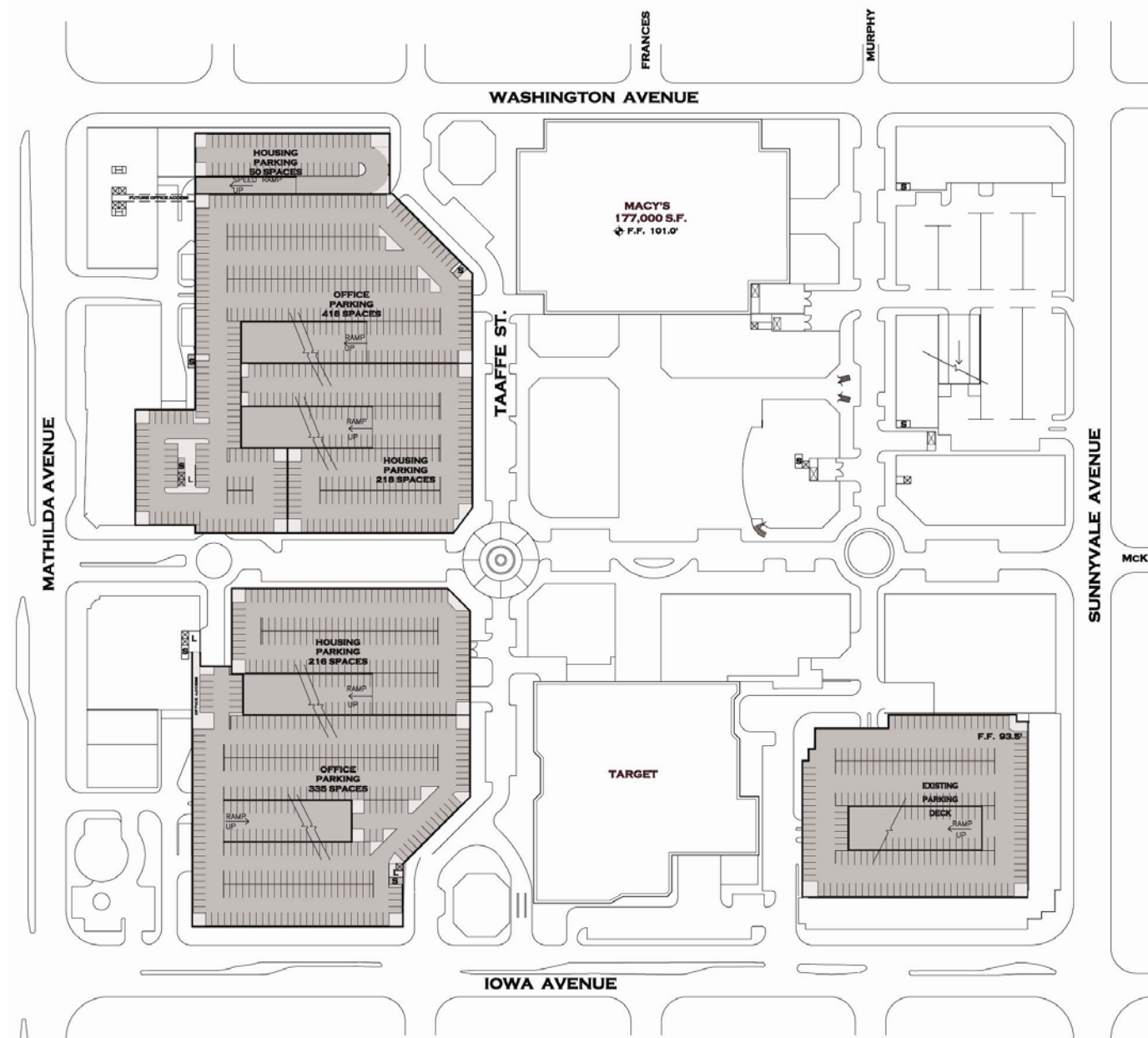




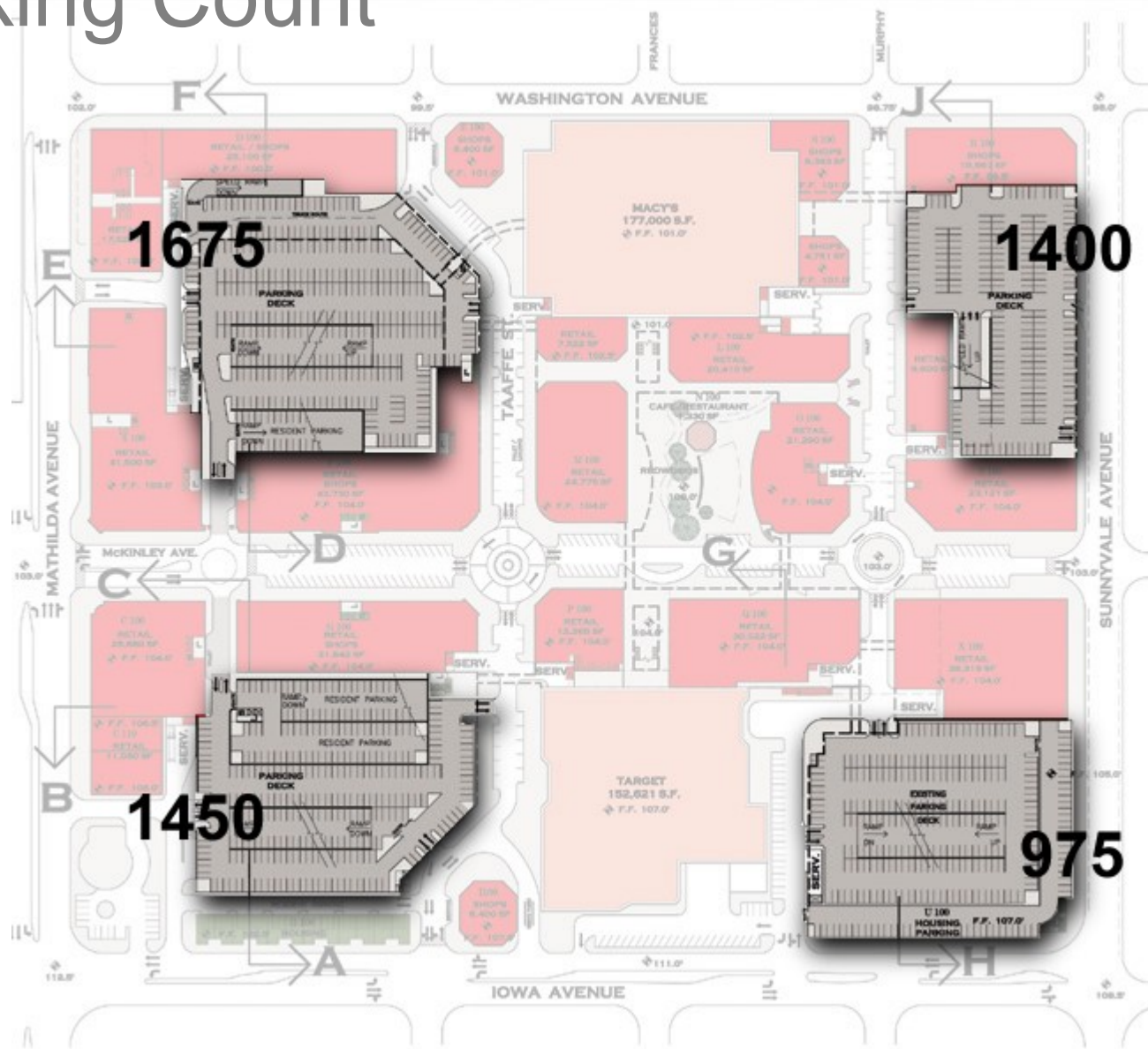
Parking

- Over 5,500 spaces (1,400 Underground)
- 4 Parking Structures - Each Corner
- Multiple Access
- Underground - Office and Residential
- Retailers Will Not Accept Underground Parking.
- Hidden from View

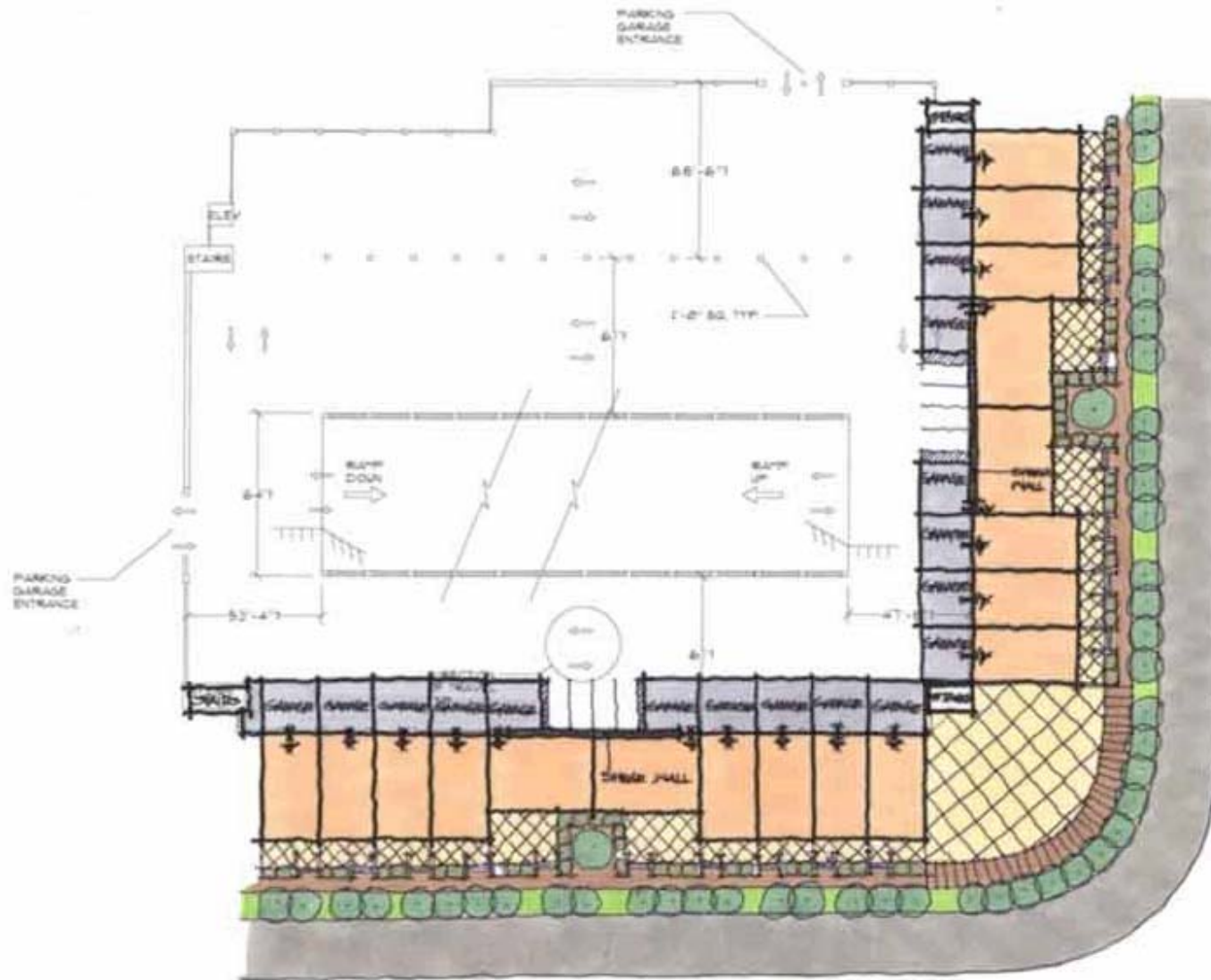
Underground Parking



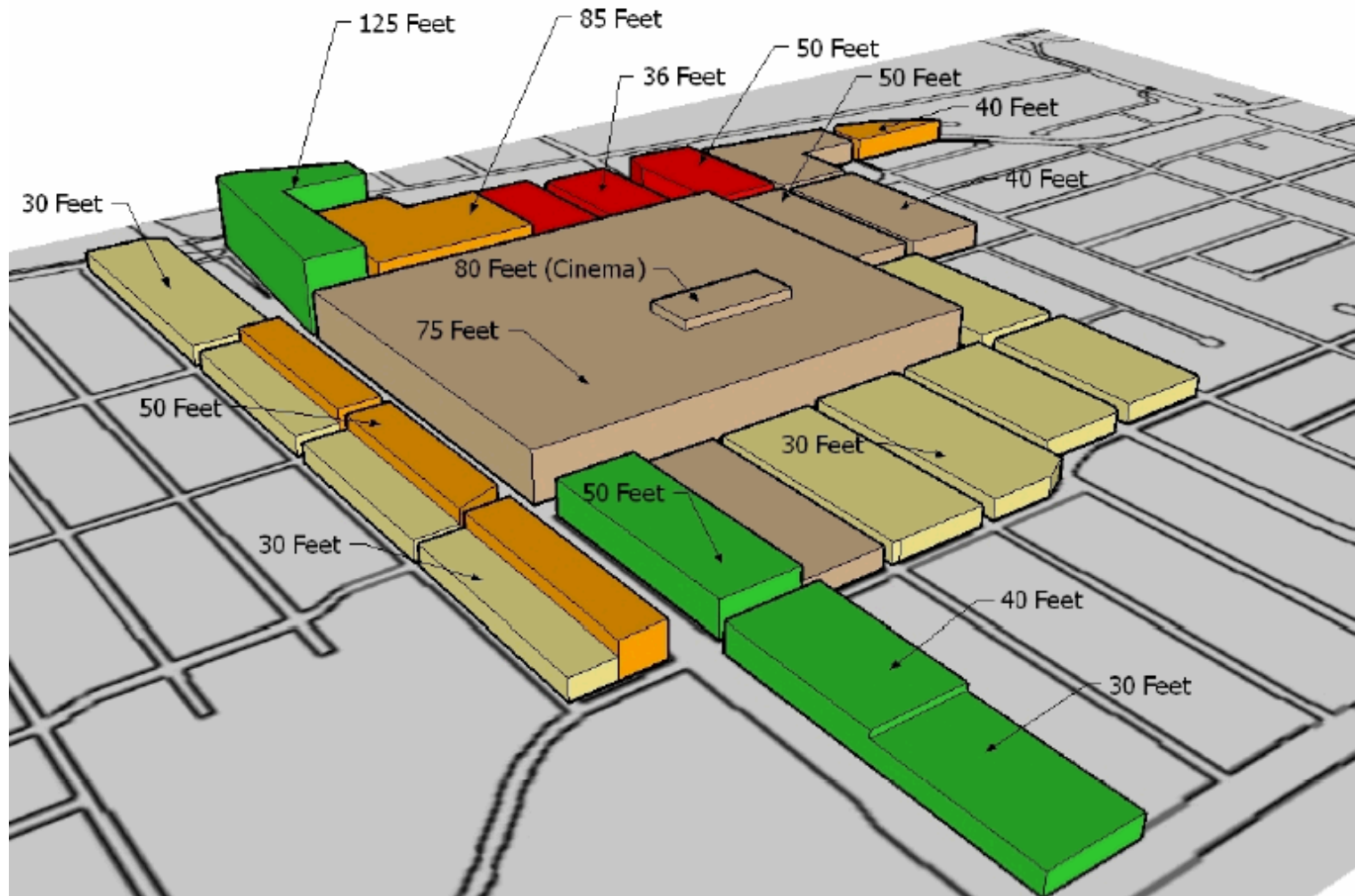
Parking Count



Enclose Existing Parking Structure



Height of Buildings Allowed



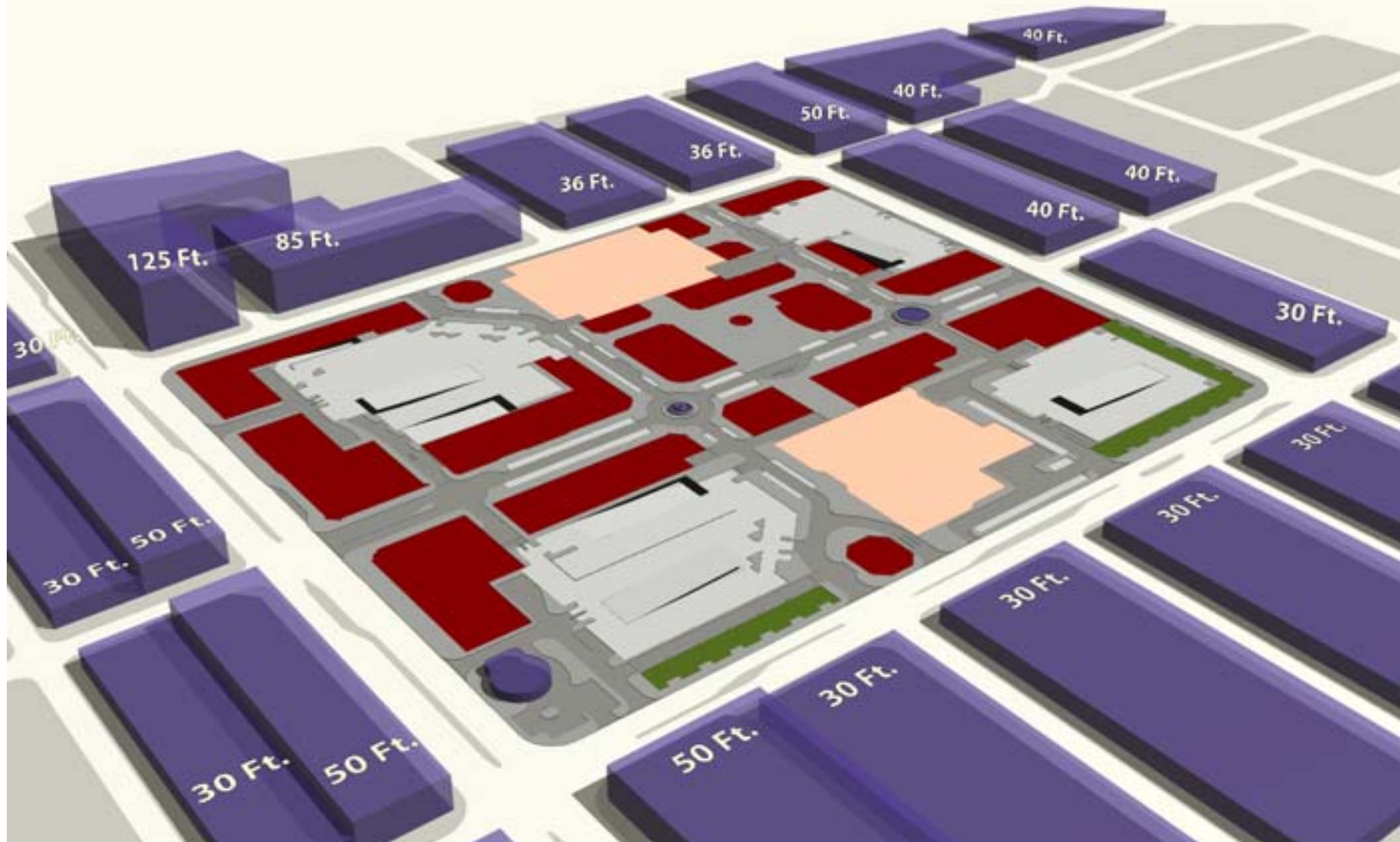
Underground

	Office
	Parking
	Residential
	Retail
	Macy's / Target



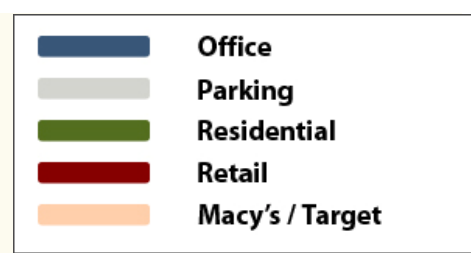
First "10' Slice" Retail / Housing

	Office
	Parking
	Residential
	Retail
	Macy's / Target



Retail

The image shows an aerial view of a city block with a legend in the top right corner. The legend identifies five categories: Office (dark blue), Parking (light gray), Residential (green), Retail (red), and Macy's / Target (orange). The block is divided into several rectangular lots. The central area is predominantly red (Retail), with two large orange (Macy's / Target) lots. Surrounding this central area are various lots, some of which are labeled with dimensions: 125 Ft., 85 Ft., 36 Ft., 40 Ft., 50 Ft., 30 Ft., and 50 Ft. The lots are colored according to the legend, with some being dark blue (Office), light gray (Parking), green (Residential), red (Retail), and orange (Macy's / Target). The overall layout suggests a commercial district with a mix of retail and office space.



Retail/Housing/Office

	Office
	Parking
	Residential
	Retail
	Macy's / Target



Retail/Housing/Office

	Office
	Parking
	Residential
	Retail
	Macy's / Target

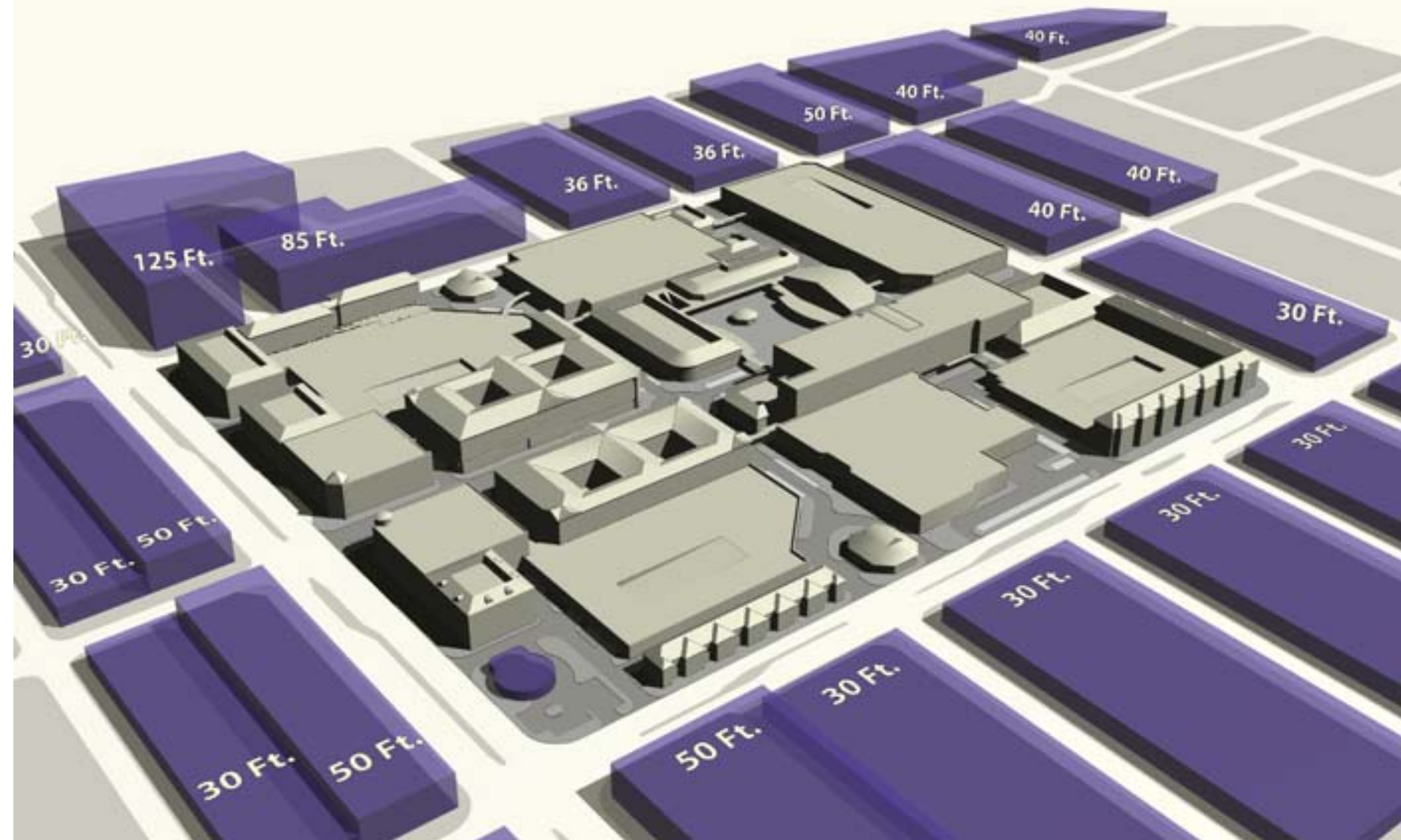


Housing/Office/Theatre

	Office
	Parking
	Residential
	Retail
	Macy's / Target



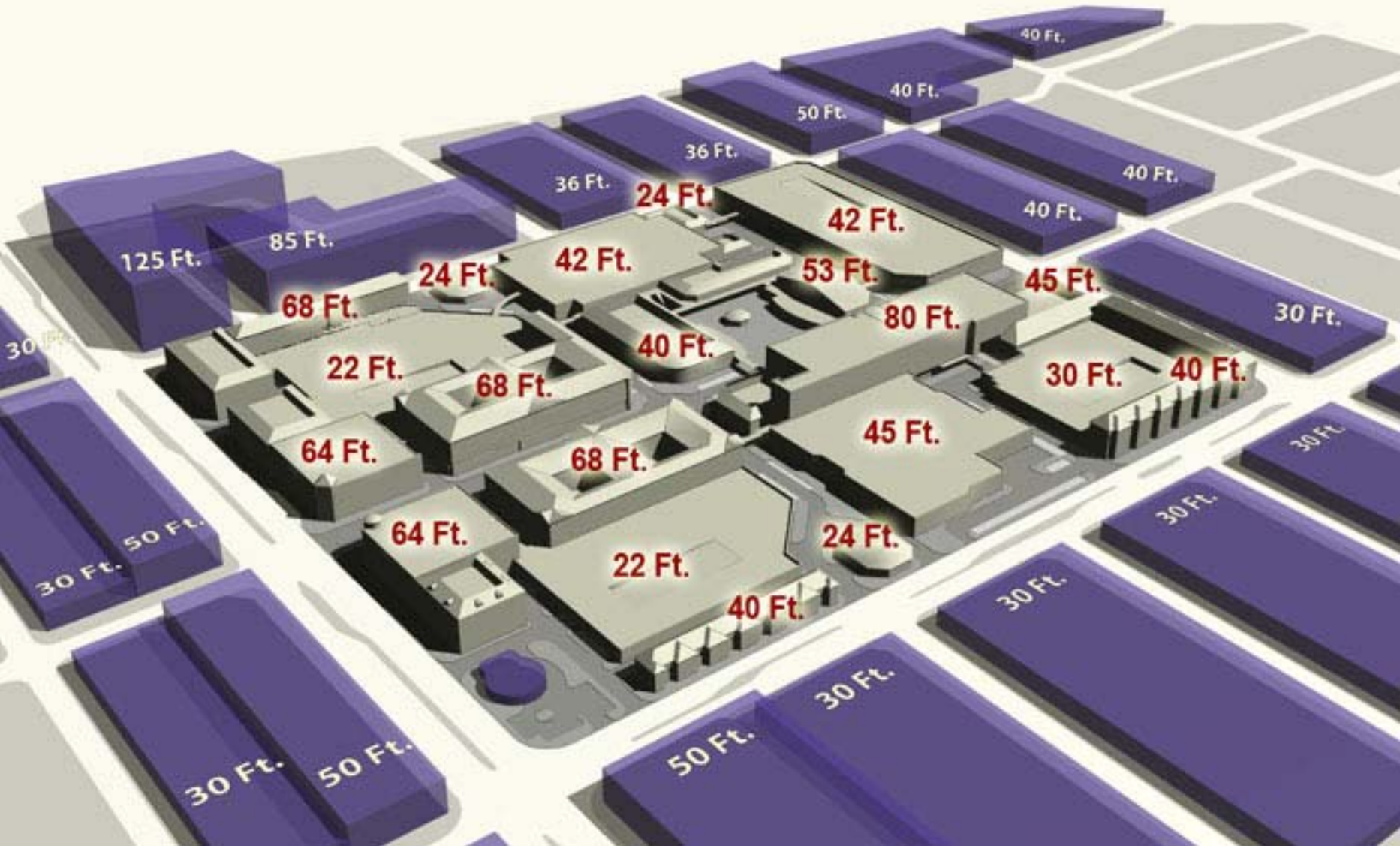
Aerial View



Aerial View with Building Heights

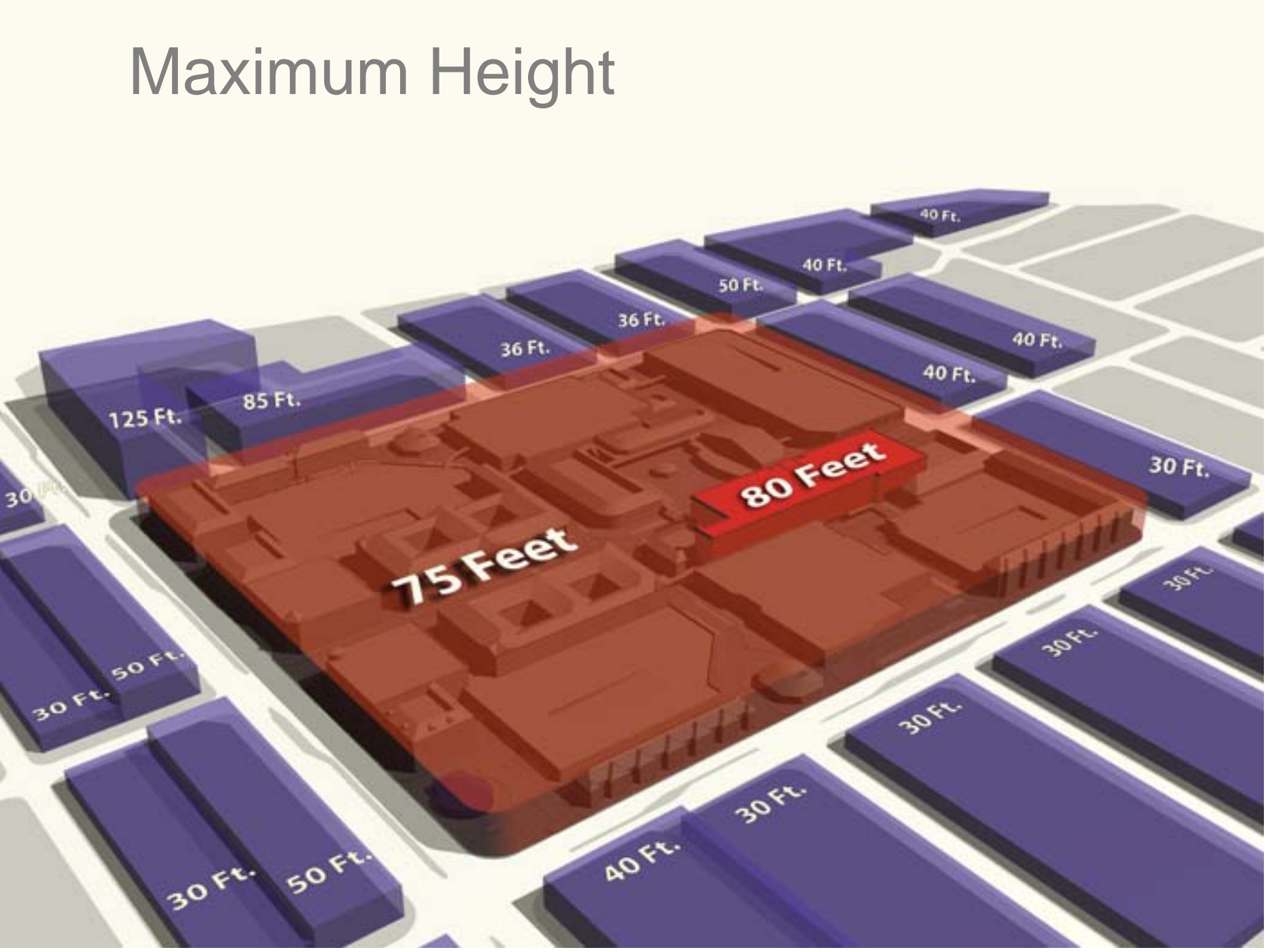
An aerial perspective of a city block with various building heights indicated by red text labels. The buildings are represented by 3D blocks in shades of purple and grey. The heights are as follows:

- Top left: 125 Ft., 85 Ft.
- Top center: 36 Ft., 36 Ft., 50 Ft., 40 Ft., 40 Ft.
- Top right: 40 Ft., 40 Ft., 30 Ft.
- Middle left: 68 Ft., 24 Ft., 22 Ft., 64 Ft.
- Middle center: 42 Ft., 42 Ft., 53 Ft., 80 Ft., 40 Ft., 68 Ft., 64 Ft., 22 Ft., 40 Ft.
- Middle right: 45 Ft., 30 Ft., 40 Ft.
- Bottom left: 30 Ft., 50 Ft., 30 Ft., 50 Ft.
- Bottom center: 24 Ft., 40 Ft.
- Bottom right: 30 Ft., 30 Ft., 30 Ft., 30 Ft.



Maximum Height

The diagram illustrates a city block layout with height restrictions. A central red building is labeled with a maximum height of 75 Feet. A smaller red building within the central block is labeled 80 Feet. Surrounding blue buildings have various height labels: 125 Ft., 85 Ft., 36 Ft., 50 Ft., 40 Ft., 30 Ft., and 50 Ft. The diagram shows how height restrictions vary by location within the block.



Housing

RESIDENTIAL UNITS

Downtown Area EIR	2,191
Downtown Specific Plan Approved	1,948
Unassigned Units	243
Sunnyvale Town Center Allocation	200
Sunnyvale Town Center Proposal	300

Regional Housing Needs 1999-2006 Allocation

Jurisdiction	Total Projected Need	Very Low	Low	Moderate	Above Moderate	Average Yearly Need
CAMPBELL	777	165	77	214	321	104
CUPERTINO	2,720	412	198	644	1,466	363
GILROY	3,746	906	334	1,030	1,476	499
LOS ALTOS	261	38	20	56	147	35
LOS ALTOS HILLS	83	10	5	15	53	11
LOS GATOS	402	72	35	97	198	54
MILPITAS	4,348	698	351	1,146	2,153	580
MONTE SERENO	76	10	5	13	48	10
MORGAN HILL	2,484	455	228	615	1,186	331
MOUNTAIN VIEW	3,423	698	331	991	1,403	456
PALO ALTO	1,397	265	116	343	673	186
SAN JOSE	26,114	5,337	2,364	7,086	11,327	3,482
SANTA CLARA	6,339	1,294	590	1,786	2,669	845
SARATOGA	539	75	36	108	320	72
SUNNYVALE	3,836	736	361	1,075	1,664	511
SANTA CLARA UNINCORPORATED	1,446	325	158	651	312	63
SANTA CLARA COUNTY TOTAL	57,991	11,424	5,173	15,659	25,735	7,732

Notes:

Sunnyvale Town Center Housing

- 100% For Sale Units
- Range of sizes...1-bedroom first time home buyers and 2 and 3-bedrooms for families or seniors
- 12.5% Below Market Rate Units
(38 units if 300 units are built)



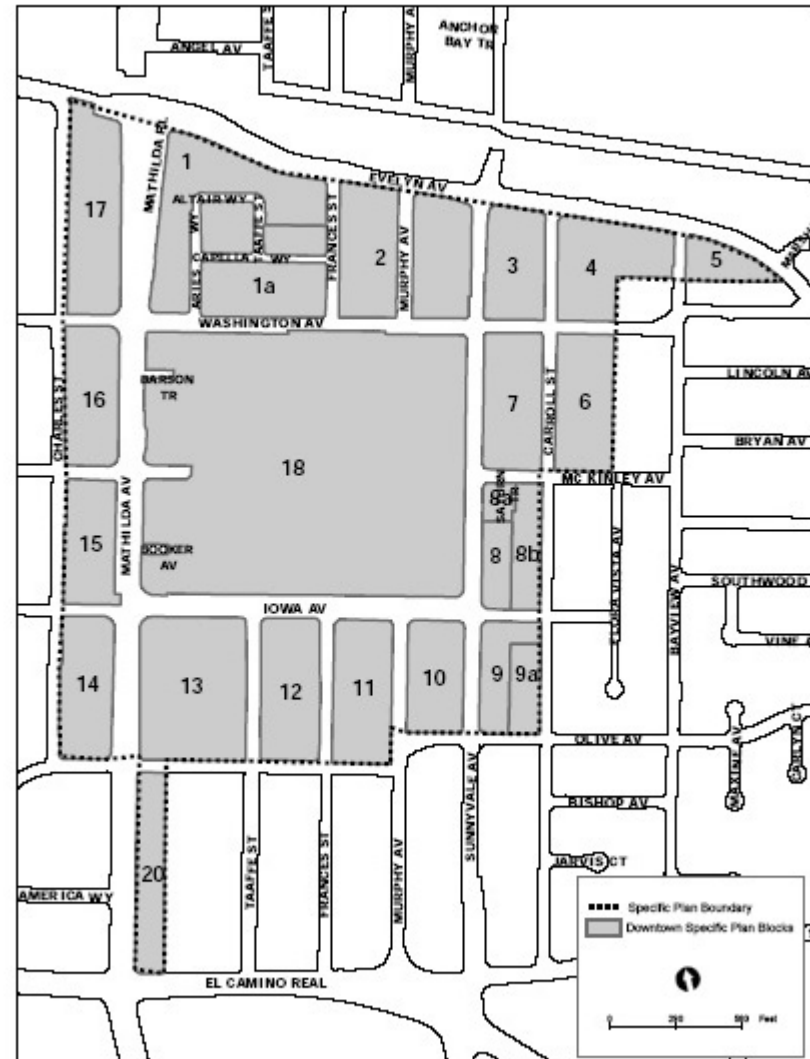
Housing

- Mixed Use - Convenient
- Adds to Housing Supply
- Close to Mass Transit
- Permanent Downtown Shoppers
- 24-hour Community - Security
- Architecturally Accommodated on this Large Site

Housing

Downtown Specific Plan Area

Block 18 - Mall



Why Redevelop Sunnyvale Town Center?

- Shopping
- Entertainment
- Catalyst for Downtown Redevelopment
- Adds to Sunnyvale Housing Supply
- New Small Business Office Space
- Sales Tax Revenue

Ongoing Progress Meetings

See City of Sunnyvale website

Provide your Email Address for Updates



Questions and Comments